EXHIBIT: E-Mail to Arun Sinha, 10.5

Audience Overlap
Basic and Marlboro December Mailings

Audience Overlap with Marlboro Mailing

Basic Mailing Audience Segment	Quantity	Responders to Marlboro Program	% of Audience Segment	Other Brands	% of Audience Segment	Total Overlap	% of Audience Segment
Basic Smokers	329,019	none		none		none	
Competitive Audience							
Branded Discount	1,421,502	237,635	17%	466,681	33%	704,316	50%
Generic/Store	397,841	79,426	20%	188,757	47%	268,183	67%
Full-Margin Smokers	2,569,859	518,537	20%	668,441	26%	1,186,978	46%
• Discount S.O.P.	456,669	82,781	18%	128,314	28%	211,095	46%
• Discount Consid. Set	1,004,944	202,747	20%	261,360	26%	464,107	46%
• High Coupon Usage	1,108,236	233,009	21%	278,767	25%	511,776	46%
Total Competitive	4,389,202	835,598	19%	1,323,879	30%	2,159,477	49%

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Source: https://www.industrydocuments.ucsf.edu/docs/zlwn0004